

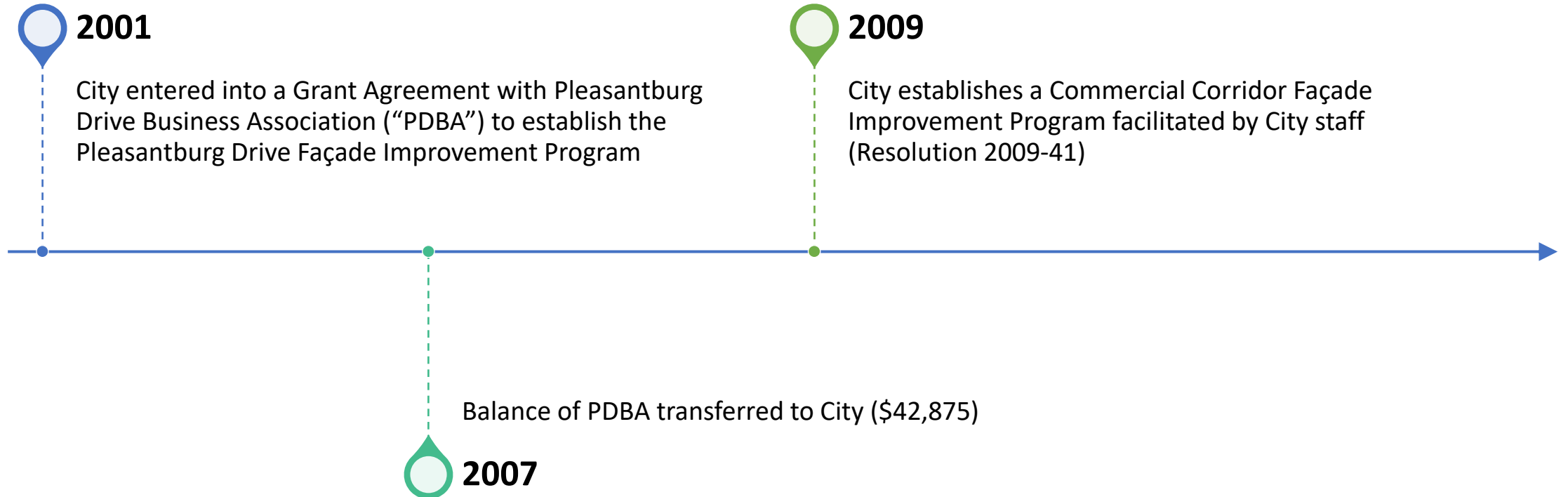


Jay Vaughan
Photography

COMMERCIAL CORRIDOR FACADE IMPROVEMENT PROGRAM

CITY OF GREENVILLE

PROGRAM INCEPTION



PROGRAM INTENT

- REIMBURSEMENT GRANT PROGRAM FUNDED BY THE CITY OF GREENVILLE
- PROVIDES FINANCIAL AND TECHNICAL DESIGN ASSISTANCE TO COMMERCIAL PROPERTY OWNERS AND BUSINESS OWNERS IN TARGETED COMMERCIAL CORRIDORS FOR QUALIFIED FACADE IMPROVEMENTS
- SUPPORTS THE REVITALIZATION OF THE CITY'S COMMERCIAL CORRIDORS BY STIMULATING PRIVATE INVESTMENT IN HIGH-QUALITY IMPROVEMENTS
- HELPS OWNERS ENHANCE THE APPEARANCE OF BUILDINGS AND PROPERTIES AND ELIMINATE BLIGHT AND NON-CONFORMING DESIGN STANDARDS
- THE PROGRAM IS NOT RETROACTIVE. APPLICATIONS MUST BE APPROVED IN WRITING BY THE COMMERCIAL CORRIDOR FAÇADE REVIEW COMMITTEE PRIOR TO COMMENCEMENT OF WORK

MAXIMUM ALLOWABLE AWARD

- \$10,000 PER PROPERTY, FOR ELIGIBLE IMPROVEMENTS
- CITY WILL REIMBURSE UP TO 50% OF EXPENSES EQUAL TO OR LESS THAN \$10,000. FOR ADDITIONAL EXPENSES ABOVE \$10,000, THE CITY WILL REIMBURSE 20% OF ELIGIBLE EXPENSES NOT TO EXCEED THE MAXIMUM AWARD AMOUNT OF \$10,000
- EXAMPLE: IF THE APPLICANT'S ELIGIBLE EXPENSES EQUAL \$25,000, HE/SHE WOULD BE ELIGIBLE FOR AN \$8,000 REIMBURSEMENT GRANT

$$[(\$10,000 \times 50\%) + (\$15,000 \times 20\%)] = \$8,000$$

MAXIMUM ALLOWABLE AWARD

(Wade Hampton Boulevard)

- TO \$25,000 PER PROPERTY, FOR ELIGIBLE IMPROVEMENTS
- CITY WILL REIMBURSE UP TO 50% OF EXPENSES EQUAL TO OR LESS THAN \$10,000. FOR ADDITIONAL EXPENSES ABOVE \$10,000, CITY WILL REIMBURSE UP TO 30% OF ELIGIBLE EXPENSES
- MAXIMUM AWARD AMOUNT = \$25,000
- EXAMPLE: IF THE APPLICANT'S ELIGIBLE EXPENSES EQUAL \$25,000, APPLICANT WOULD BE ELIGIBLE FOR A \$9,500 REIMBURSEMENT GRANT

$$[(\$10,000 \times 50\%) + (\$15,000 \times 30\%)] = \$9,500$$

NUMBER OF PROJECTS COMPLETED TO DATE (BY CORRIDOR)

CORRIDOR	NUMBER OF PROJECTS
AUGUSTA	28
BUNCOMBE	1
EAST NORTH	5
EAST WASHINGTON	1
HAYWOOD	1
LAURENS	16
PENDLETON (VWG)	20
PETE HOLLIS	2
PLEASANTBURG	32
RUTHERFORD	1
STONE AVENUE	14
WADE HAMPTON	4
TOTAL	125

RECOMMENDATIONS

- UPDATE ELIGIBLE AREAS (LAST UPDATE WAS 2011)
 - USE GVL2040 AS THE GUIDE TO DETERMINE THE CORRIDORS
- ESTABLISH ELIGIBLE AND INELIGIBLE EXPENSE GUIDELINES
 - EFFORT TO CONTINUE INPUT INTO DESIGN AND QUALITY
- ESTABLISH PROMOTIONAL CORRIDORS
- ESTABLISH PROCEDURES TO PROMOTE PROGRAM
- REFINING APPLICATION PROCESS
 - IMPROVE THE APPLICATION IN CONJUNCTION WITH INPUT FROM PLANNING & DEVELOPMENT SERVICES

EXAMPLE NEW CONSTRUCTION

South Pleasantburg Drive Sherwin Williams



1547 Wade Hampton Boulevard

A to Z Speech Therapy



1560 Wade Hampton Boulevard

Guest & Brady



420 Laurens Road

Rocky's Hot Chicken



1629 East North Street

Fork and Plough



1631-1635 East North Street

Shaw's Pharmacy



1301-1303 East Washington Street

Zelma's Beauty Supply



Pete Hollis Boulevard

Hincapie



1503 East North Street

Overbrook (f/n/a Lime Cola Bottling Company)



3017 Augusta Street

Tasty As Fit



Downtown Greenville Façade Program

- New program to improve facades of downtown buildings
- FY 21-22 funding: \$150,000
- Economic Development Dept. identified two buildings for first year of funding:
 - 125 N. Main Street (brick building)
 - 128 N. Main Street (City Tavern building)
- Staff enlisted DP3 Architects to help with building designs
- Both approved by DRB in Nov. and Dec. 2021
- Coordination of contractor estimates and permitting underway



Downtown Greenville Façade Program

125 N. Main St.





• REMOVE ALL EXISTING WINDOWS

• REMOVE TILE FROM FACADE
PREPARE REMAINING CMU WALL
FOR NEW WINDOW OPENINGS

• DEMOLISH EXISTING WALLS AND
STOREFRONT STREET LEVEL
(GREY PAINTED WALLS)

